

A young boy with long, dark, wavy hair and a serious expression. He has dark, smudged markings on his face and chest, and a large, dark, triangular pendant hangs from a cord around his neck. He is wearing a simple, light-colored, pleated skirt. The background is a dark, cloudy sky with a gradient from blue to red.

MOWGLI

INTERNATIONAL PRINT GUIDELINES

<u>DATE:</u>	<u>VER:</u>	<u>UPDATE:</u>
24 May	1	Overview of Campaign

USAGE GUIDELINES

TITLE TREATMENT, FONT & BILLING BLOCK (p. 3)

ONE SHEETS (p. 4)

- Intl Tsr 1sht & Quad Available on Adstream

TITLE TREATMENT

MOWGLI

FONT

Hudson NY Serif

BILLING BLOCK

The latest billing block on ADSTREAM is “17May18 Intl Billing Block MOWGLI”.
File includes the billing setups for all print material that requires billing.
“Billing Block Guidelines” are now available on Adstream as well.

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ONE SHEETS

Intl Tsr 1sht



Online Debut: May 21, 2018
On Adstream: May 22, 2018

Intl Tsr Quad

